

Position Title: Digital Content Creator and Moderator

Reports to: Head of Communications

Key Roles and responsibilities

- Social media content calendar: Maintain a calendar that outlines the content that will be posted on MSU's social media channels, including the type of content (e.g. text, images, videos), the platforms it will be posted on, and the scheduled date and time of posting.
- Blog posts: Create well-written, informative blog posts about MSU activities, including tips, recommendations, and personal experiences.
- Hiking trail guides: Prepare detailed guides for popular hiking trails, including information on the trail's difficulty, length, and elevation gain, as well as recommended gear, trailhead location, and parking information (for self-drive slays).
- Product reviews: Give reviews of hiking gear and equipment, including pros, cons, and recommendations (for MSU-recommended vendors)
- Audience Engagement: Responding to audience questions and comments on social media and MSU's website in a timely and professional manner.
- Analytics: Regularly monitor and analyzing metrics such as website traffic, social media engagement, and audience feedback to improve the effectiveness of MSU's digital communications strategy.
- Influencer outreach: Building relationships with influencers and bloggers in the hiking and outdoor industry to increase MSU's reach and credibility.
- Campaigns: Developing and implementing campaigns to promote new slays, products, events, or special offers.

Qualifications and experience:

- Diploma or above in a related Arts field.
- 2-3 years of digital content experience in the tourism/hospitality industry
- Training in digital communication, travel journalism, tourism or hospitality
- Experience creating content for or managing communication for a tourism/hospitality brand is an added advantage.

Skills and competencies:

- Content Creation: The ability to create high-quality digital content such as photos, videos, and written content that is engaging, informative, and visually appealing.
- Social Media Management: Knowledge of social media platforms and the ability to create and manage social media accounts, post content, and engage with followers.
- Photography and Videography: Proficiency in photography and videography to capture stunning visuals of hikes, landscapes, and other outdoor experiences.
- Writing and Editing: Excellent writing and editing skills to create engaging and informative blog posts, social media captions, and other written content.
- SEO and Analytics: Knowledge of search engine optimization (SEO) techniques and analytics tools to track website traffic, engagement rates, and other key metrics.
- Outdoor Skills: Experience and knowledge of hiking, camping, and other outdoor activities to create content that is accurate, informative, and helpful to hikers.
- Creativity: The ability to think creatively and come up with new and innovative ideas for digital content that will engage and inspire hikers.

- **Communication:** Strong communication skills to work effectively with other members of the hiking club and to engage with followers and potential partners.
- **Time Management:** The ability to manage time effectively and meet deadlines for content creation and social media management.
- **Collaboration:** The ability to collaborate with other team members to create cohesive digital content and to work effectively as part of a team.

Interested applicants should send their updated CVs to: info@mountainlayersuganda.com not later than **(Insert date- Ideally two weeks from date of running the AD) 5pm EAT.**

Ensure to indicate the position title in the subject line of the email.